

Sales Occupations

Labor Market Analysis: San Diego County

July 2020

Summary



The brief provides labor market information about *Sales Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. According to available labor market information, *Sales Occupations* in San Diego County have a labor market demand of 3,794 annual job openings (while average demand for an occupation in San Diego County is 277 annual job openings), and 12 educational institutions in San Diego County supply 316 awards for these occupations, suggesting that there is a large supply gap in the labor market. *Sales Occupations* include “Sales Representatives, Services, All Other,” “Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products,” “Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products,” and “Sales and Related Workers, All Other.” This occupation’s entry-level and median earnings are above the living wage. The COE recommends to proceed with a new program for this occupation because a supply gap and a high number of annual openings exist.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Sales Representatives, Services, All Other (SOC 41-3099):** All services sales representatives not listed separately. "All Other" titles represent occupations with a wide range of characteristics which do not fit into one of the detailed SOC occupations.
- **Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (SOC 41-4011):** Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least two years of post-secondary education.
- **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (SOC 41-4012):** Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.
- **Sales and Related Workers, All Other (SOC 41-9099):** All sales and related workers not listed separately. "All Other" titles represent occupations with a wide range of characteristics which do not fit into one of the detailed SOC occupations.

For the purpose of this report, these occupations are referred to as *Sales Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Projected Employment and Labor Market Demand

Between 2019 and 2024, *Sales Occupations* are projected to increase by 603 net jobs or two percent (Exhibit 1a). Employers in San Diego County will need to hire 3,794 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement.

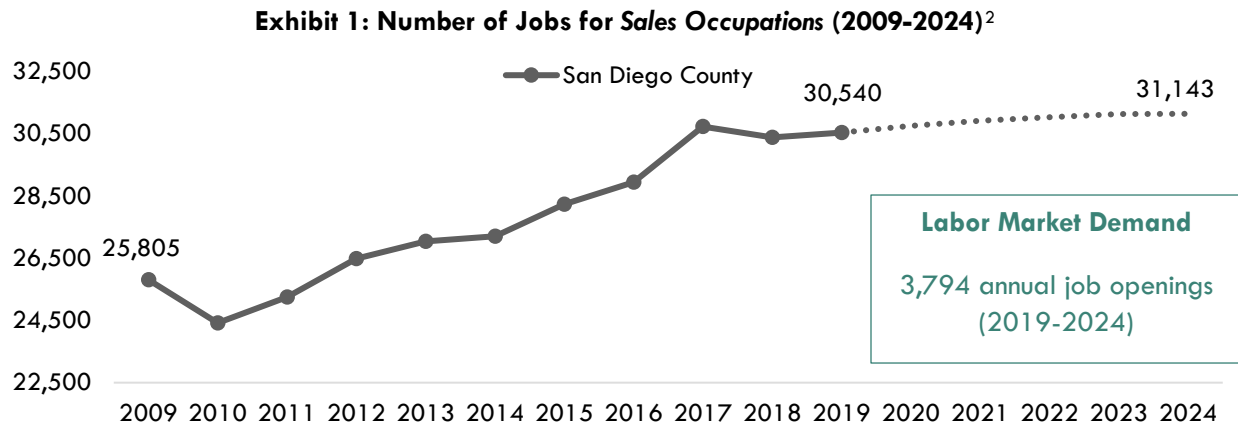


Exhibit 1b breaks down the projected number of jobs change by occupation more specifically. As Exhibit 1b shows, labor market demand for *Sales Representatives, Services, All Other* is projected to increase the most by 708 total jobs between 2019 and 2024.

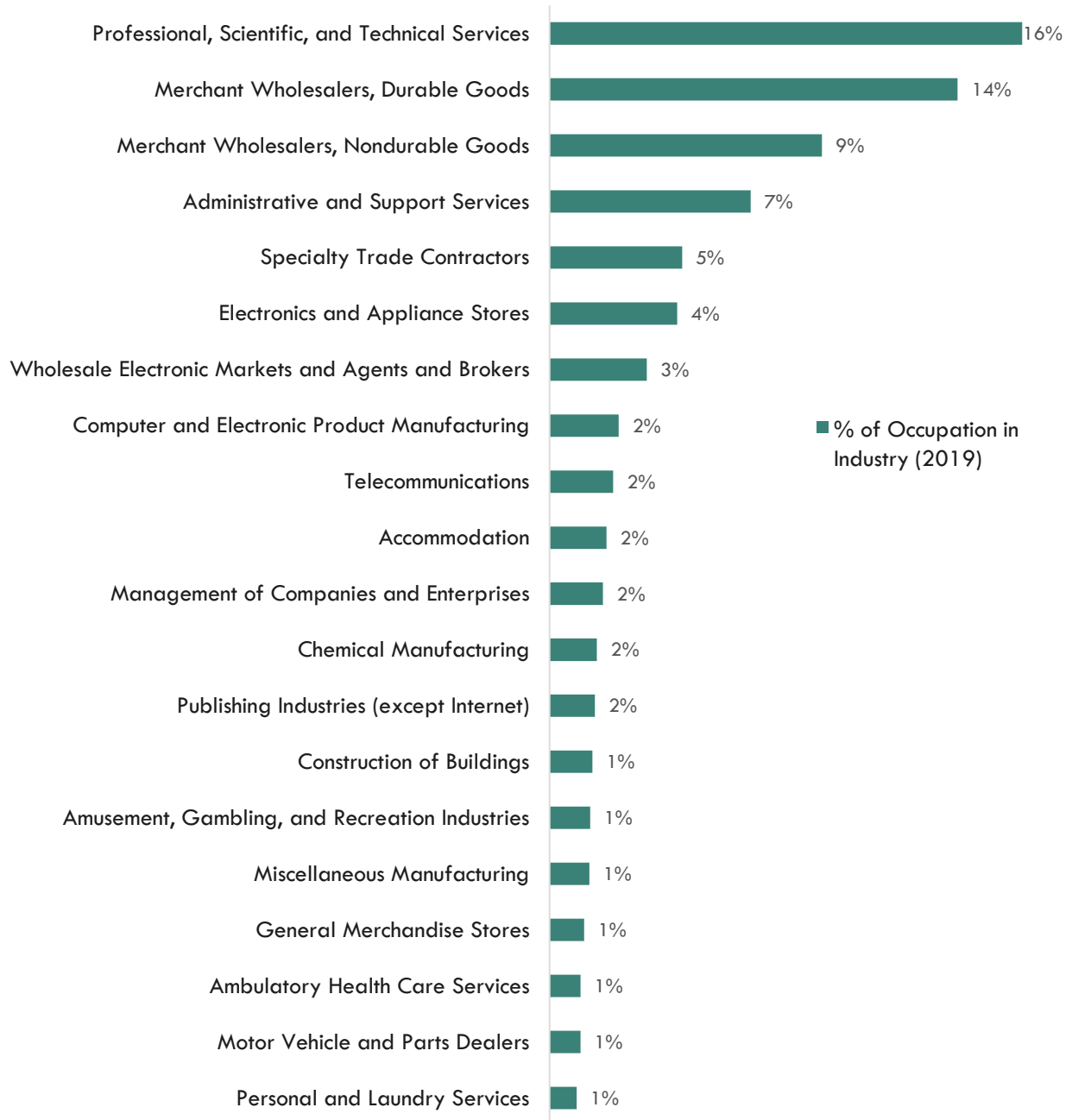
Exhibit 1b: Number of Jobs for Sales Occupations in San Diego County (2019-2024)

Occupational Title	2019 Jobs	2024 Jobs	2019 - 2024 Net Jobs Change	2019-2024 % Net Jobs Change	Annual Job Openings (Demand)
Sales Representatives, Services, All Other	14,348	15,056	708	5%	2,009
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	3,233	3,342	109	3%	372
Sales and Related Workers, All Other	1,983	2,022	39	2%	268
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	10,976	10,723	(253)	(2%)	1,145
Total	30,540	31,143	603	2%	3,794

² EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

Of the 30,540 jobs for *Sales Occupations* in San Diego County in 2019, 16 percent were employed in the *Professional, Scientific, and Technical Services* industry (Exhibit 2). For more information about these industries, see Appendix A: Industry Definitions.

Exhibit 2: Percentage of Sales Occupations Employed by Industry in San Diego County (2019)³



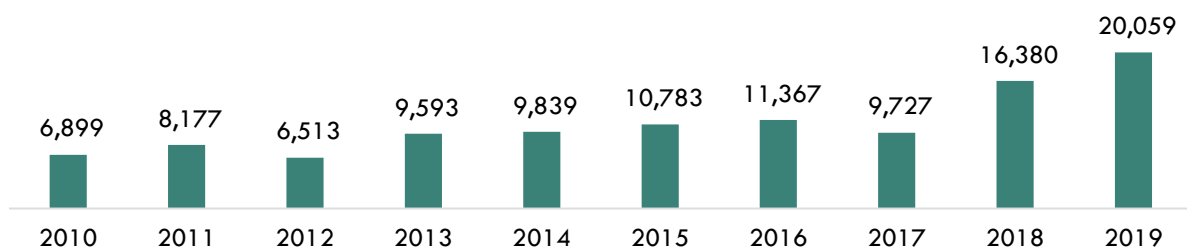
³ EMSI 2020.02; QCEW, Non-QCEW, Self-Employed. Inverse Staffing Patterns for *Maintenance and Repair Workers, General*.

Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information or LMI), but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data.

Between 2010 and 2019, there was an average of 10,934 online job postings per year in San Diego County for *Sales Occupations* (Exhibit 3). The increased frequency in which employers posted online job postings for this occupation suggests that employers may have had difficulty filling job openings.

Exhibit 3: Number of Online Job Postings for Sales Occupations in San Diego County (2010-2019)⁴



Comparing 2016 and 2019 online job postings by industry further demonstrates that *Administrative and Support Services* hires the most *Sales Occupations*; the *Administrative and Support Services* industry was among the top 10 industries that posted online job postings for these occupations for both years (Exhibit 4). The top 10 industries with the most online job postings for this occupation are identified in **bold** in the exhibit.

⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2019.

**Exhibit 4: Number of Online Job Postings for Sales Occupations by Industry in
San Diego County (2016 vs. 2019)⁵**

Ranking	Industry	# Online Job Postings (2016)	Industry	# Online Job Postings (2019)
#1	Administrative and Support Services	2,254	Administrative and Support Services	4,448
#2	Professional, Scientific, and Technical Services	1,004	Professional, Scientific, and Technical Services	1,571
#3	Accommodation	532	Accommodation	922
#4	Insurance Carriers and Related Activities	366	Real Estate	776
#5	Credit Intermediation and Related Activities	333	Insurance Carriers and Related Activities	744
#6	Publishing Industries (except Internet)	247	Credit Intermediation and Related Activities	647
#7	Computer and Electronic Product Manufacturing	224	Computer and Electronic Product Manufacturing	463
#8	General Merchandise Stores	223	Ambulatory Health Care Services	435
#9	Utilities	222	Publishing Industries (except Internet)	412
#10	Chemical Manufacturing	221	Telecommunications	313
#11	Educational Services	210	Specialty Trade Contractors	309
#12	Real Estate	195	Amusement, Gambling, and Recreation Industries	304
#13	Ambulatory Health Care Services	166	Motor Vehicle and Parts Dealers	302
#14	Electronics and Appliance Stores	156	National Security and International Affairs	297
#15	Personal and Laundry Services	133	Miscellaneous Store Retailers	284
#16	Amusement, Gambling, and Recreation Industries	133	Chemical Manufacturing	269
#17	Telecommunications	132	General Merchandise Stores	263
#18	Machinery Manufacturing	132	Transportation Equipment Manufacturing	256
#19	Miscellaneous Manufacturing	130	Rental and Leasing Services	249
#20	Transportation Equipment Manufacturing	129	Personal and Laundry Services	238

⁵ Labor Insight/Jobs. Burning Glass Technologies. "San Diego, CA." Full year 2016 and 2019.

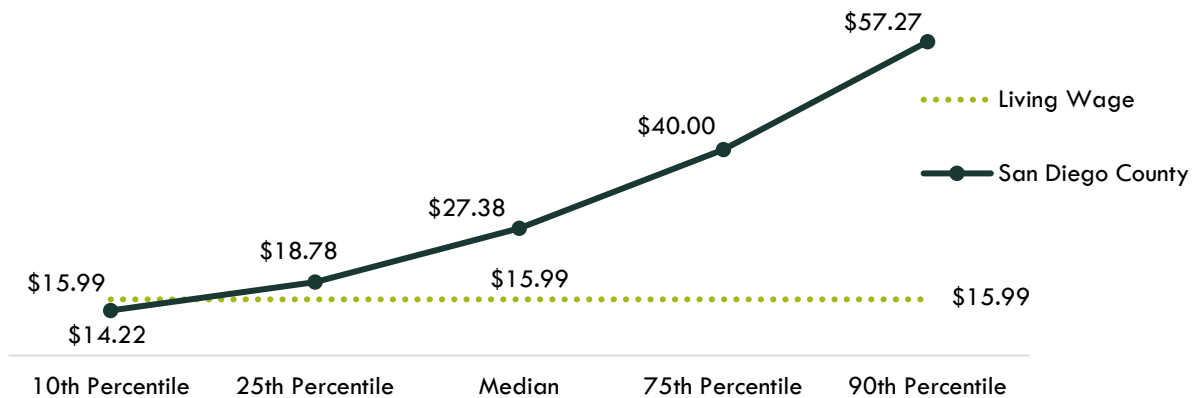
Earnings

The median hourly earnings of *Sales Occupations* range from \$19.90 to \$37.82 (Exhibit 5a). On average, the median hourly earnings for *Sales Occupations* is \$27.38; this is more than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 5b).⁶

Exhibit 5a: Hourly Earnings for Sales Occupations in San Diego County

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$26.37	\$37.82	\$55.35
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$17.58	\$26.32	\$41.34
Sales Representatives, Services, All Other	\$17.03	\$25.46	\$34.86
Sales and Related Workers, All Other	\$14.14	\$19.90	\$28.45

Exhibit 5b: Average Hourly Earnings⁷ for Sales Occupations in San Diego County⁸



⁶ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁷ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁸ EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

Earnings for *Sales Occupations* typically differ by industry. According to online job postings in 2019, *Sales Occupations* are expected to earn the most wages in the *Computer and Electronic Product Manufacturing*⁹ industry, with entry-level and median earnings at \$24.40 and \$31.89, respectively (Exhibit 6).

Exhibit 6: Hourly Earnings for Sales Occupations by Industry in San Diego County (Online Job Postings, 2019)¹⁰

Industry	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
<u>Computer and Electronic Product Manufacturing</u>	\$24.40	\$31.89	\$38.77
<u>Electronics and Appliance Stores</u>	\$18.65	\$19.65	\$26.30
<u>Telecommunications</u>	\$18.22	\$22.76	\$28.75
<u>Accommodation</u>	\$18.22	\$22.76	\$28.75
<u>Administrative and Support Services</u>	\$17.92	\$22.12	\$29.56
<u>Professional, Scientific, and Technical Services</u>	\$17.71	\$22.19	\$31.16
<u>Specialty Trade Contractors</u>	\$17.65	\$24.23	\$27.65
<u>Merchant Wholesalers, Durable Goods</u>	\$17.07	\$19.96	\$26.06
<u>Wholesale Electronic Markets and Agents and Brokers</u>	\$16.94	\$17.85	\$20.78
<u>Merchant Wholesalers, Nondurable Goods</u>	\$14.92	\$22.00	\$22.00

Top Employers

Between January 1, 2016 and December 31, 2019, the top employers in San Diego County for *Sales Occupations* were [Best Buy](#), [24 Hour Fitness](#), [Macy's](#), [SenText Solutions](#), and [Sprint Corporation](#) (Exhibit 7).

⁹ Computer and Electronic Product Manufacturing. [census.gov/cgi-bin/sssd/naics/naicsrch?code=334&search=2017%20NAICS%20Search](https://www.census.gov/cgi-bin/sssd/naics/naicsrch?code=334&search=2017%20NAICS%20Search).

¹⁰ Labor Insight/Jobs. Burning Glass Technologies. "San Diego, CA." Full year 2019.

Exhibit 7: Top Employers for Sales Occupations in Online Job Postings by Number of Postings in San Diego County¹¹

Employer	# Online Job Postings	Employer	# Online Job Postings
Best Buy	385	Anthem Blue Cross	168
24 Hour Fitness	328	Sears	167
Macy's	324	Castle Aura Enterprise	153
SenText Solutions	313	Wyndham Worldwide	150
Sprint Corporation	282	AmeriPlan	134
Goodwill	265	Cox Communications	133
Marriott International Incorporated	220	Navy Federal Credit Union	129
Dell	216	Konica Minolta	127
U.S. Bancorp	214	Cintas	125
Best Version Media	211	JCPenney	124
Penske Automotive Group	208	Lowe's Companies, Inc.	115
Nissan North America Incorporated	201	Hub International	115
Thermo Fisher Scientific Inc.	198	A Wireless Incorporated	111
Rent-A-Center	195	The Home Depot Incorporated	109
L Brands	187	Reynolds & Reynolds	109
Becton Dickinson	184	Hertz Corporation	109
Advantage Sales & Marketing	180	AT&T	103
Pep Boys	178	Wyndham Vacation Ownership	102
Builders FirstSource	174	Verizon Communications Incorporated	102
ServiceMaster	171	Sunrun	99

¹¹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019.

Educational Attainment

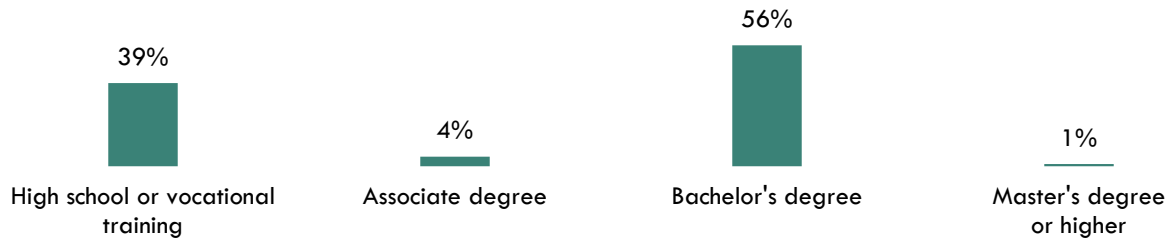
Sales Occupations have a national educational requirement ranging from a [bachelor's degree](#) to a [high school diploma or equivalent](#) (Exhibit 8a).

Exhibit 8a: National Educational Attainment for Sales Occupations ¹²

Occupational Title	Typical Entry-Level Education
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Bachelor's degree
Sales Representatives, Services, All Other	High school diploma or equivalent
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent
Sales and Related Workers, All Other	High school diploma or equivalent

Based on online job postings between January 1, 2017 and December 31, 2019 in San Diego County, the top listed educational requirement for *Sales Occupations* is a [bachelor's degree](#) (Exhibit 8b).¹³

Exhibit 8b: Educational Requirements for Sales Occupations in San Diego County¹⁴



¹² EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

¹⁴ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

Certifications and Qualifications

Between January 1, 2016 and December 31, 2019, employers in San Diego County listed *Commercial Driver's License (CDL)* as the top certification or qualification in online job openings (Exhibit 9).

Exhibit 9: Top Certifications or Qualifications in Online Job Postings by Number of Postings in San Diego County (2016-2019)¹⁵

Certification or Qualification	# Online Job Postings	Certification or Qualification	# Online Job Postings
Driver's License	8,884	Contractor's License	34
Real Estate Certification	444	Pharmacist License	32
Insurance License	364	Electrician Certification	31
Insurance Agent Certification	341	Chartered Property Casualty Underwriter	28
Life Insurance License	208	Automotive Service Excellence Certification	28
Property and Casualty License	166	Google AdWords Training	26
Series 7	136	Department of Transportation Medical Certification	25
Security Clearance	121	Series 66	24
Accident Health and Life (Insurance)	116	Certified Protection Professional	24
Project Management Certification	94	Certified Payroll Professional	24
Series 6	77	Certified Financial Planner	24
CDL Class C	60	Six Sigma Certification	23
First Aid CPR AED	47	Securities License	22
Food Handler Certification	45	Microsoft Certified Solutions Associate	22
Series 63	42	Certified Energy Manager	22
Makeup Artist	40	Series 65	21
IT Infrastructure Library Certification	40	American Institute of Baking Certification	21
Project Management Professional (PMP)	39	Certified Surgical Technician	20
CDL Class A	36	Forklift Operator Certification	19
Certified Employee Benefit Specialist	35	Cosmetology License	19

¹⁵ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.¹⁶ There are **four** TOP codes and **five** CIP codes related to *Sales Occupations* (Exhibit 10).

Exhibit 10: Related TOP and CIP Codes for Sales Occupations

<i>Sales Occupations</i>
TOP 050800: International Business and Trade
TOP 050900: Marketing and Distribution
TOP 050940: Sales and Salesmanship
TOP 050960: Display
CIP 52.1101: International Business/Trade/Commerce
CIP 52.1401: Marketing/Marketing Management, General
CIP 52.1801: Sales, Distribution, and Marketing Operations, General
CIP 52.1804: Selling Skills and Sales Operations
CIP 52.1899: General Merchandising, Sales, and Related Marketing Operations, Other

According to TOP data, **six** community colleges supply the region with awards for these occupations: **Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, and Southwestern College**. According to CIP data, **six** non-community colleges supply the region with awards, **Alliant International University-San Diego, Ashford University, National University, Point Loma Nazarene University, San Diego State University, and University of San Diego** (Exhibit 11).

¹⁶ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

**Exhibit 11: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
050800	International Business and Trade	5	0	5
	• Grossmont	1	0	
	• Palomar	2	0	
	• Southwestern	2	0	
050900	Marketing and Distribution	16	0	16
	• Grossmont	5	0	
	• MiraCosta	7	0	
	• San Diego Mesa	3	0	
	• Southwestern	1	0	
050940	Sales and Salesmanship	1	0	1
	• San Diego City	1	0	
52.1101	International Business/Trade/Commerce	0	163	163
	• Alliant International University-San Diego	0	1	
	• Ashford University	0	27	
	• San Diego State University	0	87	
	• University of San Diego	0	48	
52.1401	Marketing/Marketing Management, General	0	131	131
	• National University	0	1	
	• Point Loma Nazarene University	0	18	
	• University of San Diego	0	112	
			Total	316

According to the Chancellor’s Office course catalog, the following courses exist for Sales and Salesmanship (050940), which seems to be the most related TOP code in the system, in San Diego County (Exhibit 12).

Exhibit 12: Courses Offered in San Diego County for Sales and Salesmanship (050940)

Community College	Course Title	Credit Status*	# of Credits
MiraCosta	Personal Selling	N	3
Palomar	Marketing Internship	D	3
Palomar	Selling for Business	D	3
San Diego Continuing Education	Retail Selling	N	0
Southwestern	Consuming Retailing and Merchandising	D	1
Southwestern	Customer Service—Time and Stress Management	N	0
Southwestern	Introduction to Integrated Marketing Communications	D	3
Southwestern	Customer Service—The Right Attitude	N	0
Southwestern	Customer Service—Dealing with Difficult People	N	0
Southwestern	Customer Service: Customer Appreciation	N	0
Southwestern	Customer Service: Mastering Communication	N	0
Southwestern	Customer Service: Managing Change	N	0
Southwestern	Customer Service: Decision Making and Problem Solving	N	0
Southwestern	Customer Service: Team Building	N	0
Southwestern	Successful Selling Techniques	D	2

*Credit Status

- D = for-credit, degree applicable
- N = non-credit

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁷ suggests that there is a **supply gap** for these occupations in San Diego County, with **3,794** annual openings and **316** awards. Comparatively, there are **49,296** annual openings in California and **2,274** awards, demonstrating that there is a supply gap across the state¹⁸ (Exhibit 13).

Exhibit 13: Labor Demand (Annual Openings) vs. Labor Supply (Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Average Annual Openings)	Supply (Average Annual Supply)	Supply Gap or Oversupply
San Diego	3,794	316	3,478
California	49,296	2,274	47,022

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

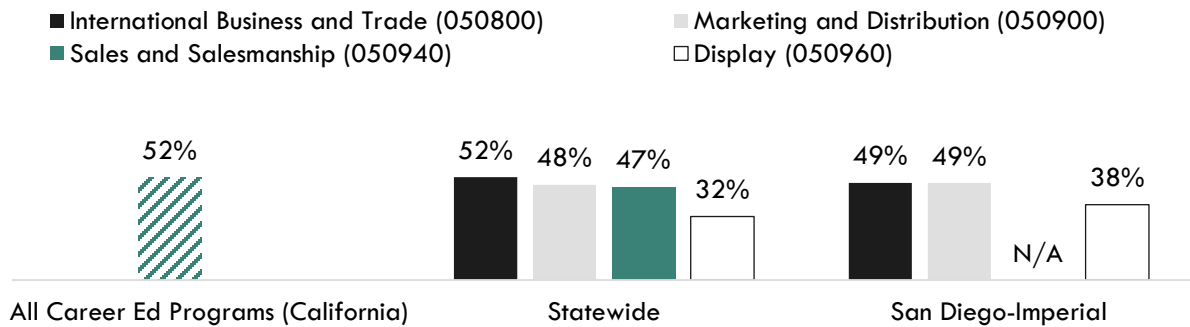
¹⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁸ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

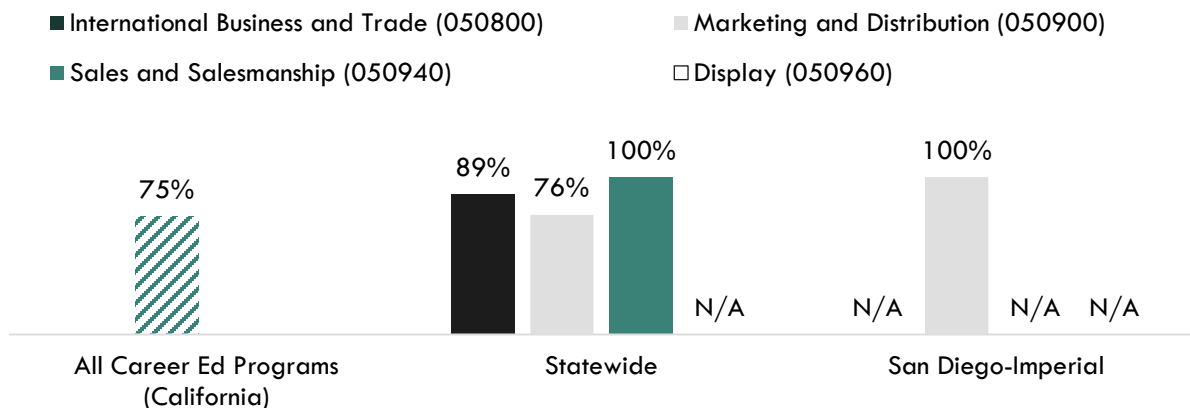
According to the California Community Colleges LaunchBoard, between 38 and 49 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Sales Occupations*, compared to 32 to 52 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 14a).¹⁹

Exhibit 14a: Proportion of Students Who Earned a Living Wage, PY2016-17²⁰



According to the California Community Colleges LaunchBoard, 100 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a related program, compared to 76 to 100 percent of students statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 14b).²¹

Exhibit 14b: Percentage of Students in a Job Closely Related to Field of Study, PY2015-16²²



¹⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

²⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

²¹ California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

²² Most recent year with available data is Program Year 2014-15. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Prepared by:

Tina Ngo Bartel, Director

John Edwards, Research Analyst

San Diego-Imperial Center of Excellence for Labor Market Research

tngobartel@miracosta.edu

jedwards@miracosta.edu



Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

Appendix A: Industry Definitions

Industry	NAICS Code	Definition
Accommodation	721	Provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only, while others provide meals, laundry services, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue. The types of complementary services provided vary from establishment to establishment.
Administrative and Support Services	561	Establishments engaged in activities that support the day-to-day operations of other organizations. The processes employed in this sector (e.g., general management, personnel administration, clerical activities, cleaning activities) are often integral parts of the activities of establishments found in all sectors of the economy. The establishments classified in this subsector have specialization in one or more of these activities and can, therefore, provide services to clients in a variety of industries and, in some cases, to households. The individual industries of this subsector are defined on the basis of the particular process that they are engaged in and the particular services they provide.
Ambulatory Health Care Services	621	Provide health care services directly or indirectly to ambulatory patients and do not usually provide inpatient services. Health practitioners in this subsector provide outpatient services, with the facilities and equipment not usually being the most significant part of the production process.
Amusement, Gambling, and Recreation Industries	713	Establishments that (1) operate facilities where patrons can primarily engage in sports, recreation, amusement, or gambling activities and/or (2) provide other amusement and recreation services, such as supplying and servicing amusement devices in places of business operated by others; operating sports teams, clubs, or leagues engaged in playing games for recreational purposes; and guiding tours without using transportation equipment.
Chemical Manufacturing	325	Based on the transformation of organic and inorganic raw materials by a chemical process and the formulation of products. This subsector distinguishes the production of basic chemicals that comprise the first industry group from the production of intermediate and end products produced by further processing of basic chemicals that make up the remaining industry groups.

Industry	NAICS Code	Definition
Computer and Electronic Product Manufacturing	334	Establishments that manufacture computers, computer peripherals, communications equipment, and similar electronic products, and establishments that manufacture components for such products. The design and use of integrated circuits and the application of highly specialized miniaturization technologies are common elements in the production technologies of the Computer and Electronic Product Manufacturing subsector.
Construction of Buildings	236	Establishments primarily responsible for the construction of buildings. The work performed may include new work, additions, alterations, or maintenance and repairs. The on-site assembly of precut, panelized, and prefabricated buildings and construction of temporary buildings are included in this subsector. Part or all of the production work for which the establishments in this subsector have responsibility may be subcontracted to other construction establishments--usually specialty trade contractors.
Electronics and Appliance Stores	443	Retail new electronics and appliances from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.
General Merchandise Stores	452	Retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.
Management of Companies and Enterprises	551	(1) those that hold the securities of (or other equity interests in) companies and enterprises; (2) those (except government establishments) that administer, oversee, and manage other establishments of the company or enterprise but do not hold the securities of these establishments; and (3) those that both administer, oversee, and manage other establishments of the company or enterprise and hold the securities of (or other equity interests in) these establishments.
Merchant Wholesalers, Durable Goods	423	Sell capital or durable goods to other businesses. Merchant wholesalers generally take title to the goods that they sell; in other words, they buy and sell goods on their own account. Durable goods are new or used items generally with a normal life expectancy of three years or more. Durable goods merchant wholesale trade establishments are engaged in wholesaling products, such as motor vehicles, furniture, construction materials, machinery and equipment (including household-type appliances), metals and minerals (except petroleum), sporting goods, toys and hobby goods, recyclable materials, and parts.

Industry	NAICS Code	Definition
Merchant Wholesalers, Nondurable Goods	424	Sell nondurable goods to other businesses. Nondurable goods are items generally with a normal life expectancy of less than three years. Nondurable goods merchant wholesale trade establishments are engaged in wholesaling products, such as paper and paper products, chemicals and chemical products, drugs, textiles and textile products, apparel, footwear, groceries, farm products, petroleum and petroleum products, alcoholic beverages, books, magazines, newspapers, flowers and nursery stock, and tobacco products.
Miscellaneous Manufacturing	339	Make a wide range of products that cannot readily be classified in specific NAICS subsectors in manufacturing. Processes used by these establishments vary significantly, both among and within industries. For example, a variety of manufacturing processes are used in manufacturing sporting and athletic goods that include products such as tennis racquets and golf balls. The processes for these products differ from each other, and the processes differ significantly from the fabrication processes used in making dolls or toys, the melting and shaping of precious metals to make jewelry, and the bending, forming, and assembly used in making medical products.
Motor Vehicle and Parts Dealers	441	Retail motor vehicles and parts from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific industries included in this subsector identify the type of vehicle being retailed.
Personal and Laundry Services	812	Establishments that provide personal and laundry services to individuals, households, and businesses. Services performed include: personal care services; death care services; laundry and drycleaning services; and a wide range of other personal services, such as pet care (except veterinary) services, photofinishing services, temporary parking services, and dating services.
Professional, Scientific, and Technical Services	541	Establishments engaged in processes where human capital is the major input. These establishments make available the knowledge and skills of their employees, often on an assignment basis, where an individual or team is responsible for the delivery of services to the client. The individual industries of this subsector are defined on the basis of the particular expertise and training of the services provider.

Industry	NAICS Code	Definition
Publishing Industries (except Internet)	511	Establishments engaged in the publishing of newspapers, magazines, other periodicals, and books, as well as directory and mailing list and software publishing. In general, these establishments, which are known as publishers, issue copies of works for which they usually possess copyright. Works may be in one or more formats including traditional print form, CD-ROM, or proprietary electronic networks. Publishers may publish works originally created by others for which they have obtained the rights and/or works that they have created in-house. Software publishing is included here because the activity, creation of a copyrighted product and bringing it to market, is equivalent to the creation process for other types of intellectual products.
Specialty Trade Contractors	238	Establishments whose primary activity is performing specific activities (e.g., pouring concrete, site preparation, plumbing, painting, and electrical work) involved in building construction or other activities that are similar for all types of construction, but that are not responsible for the entire project. The work performed may include new work, additions, alterations, maintenance, and repairs. The production work performed by establishments in this subsector is usually subcontracted from establishments of the general contractor type or for-sale builders, but especially in remodeling and repair construction, work also may be done directly for the owner of the property.
Telecommunications	517	Primarily engaged in operating and/or providing access to facilities for the transmission of voice, data, text, sound, and video. Transmission facilities may be based on a single technology or a combination of technologies. Establishments in the Telecommunications subsector are grouped into three industry groups. The first two are comprised of establishments that operate transmission facilities and infrastructure that they own and/or lease, and provide telecommunications services using those facilities. The distinction between the first two industry groups is the type of infrastructure operated (i.e., wired and/or wireless or satellite).
Wholesale Electronic Markets and Agents and Brokers	425	Arrange for the sale of goods owned by others, generally on a fee or commission basis. They act on behalf of the buyers and sellers of goods. This subsector contains agents and brokers as well as business-to-business electronic markets that facilitate wholesale trade.